Zikun Ye

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EMPLOYMENT

Michael G. Foster School of Business
University of Washington, Seattle, Washington

Assistant Professor of Marketing   Sep 2023 - Present

EDUCATION

University of Illinois Urbana-Champaign, Illinois   2018-2023

Ph.D., Operations Research

Shanghai Jiao Tong University, Shanghai, China   2014-2018

B.S., Industrial Engineering (Summa cum laude)

B.S., Mathematics (Summa cum laude)

RESEARCH INTEREST

Digital Marketplace; Quantitative Marketing; Causal Inference; Field Experiment; Machine Learning; Optimization.

JOURNAL PUBLICATIONS

1. **Zikun Ye**, Dennis Zhang, Heng Zhang, Renyu Zhang, Xin Chen. Cold Start to Improve Market Thickness on Online Advertising Platforms: Data-Driven Algorithms and Field Experiments. ***Management Science***, 2023. [Link][Code]

   - Finalist, INFORMS RMP Section Jeff McGill Best Student Paper, 2020.

2. Xin Chen, Niao He, Yifan Hu, **Zikun Ye** (major contributor, alphabetical). Efficient Algorithms for A Class of Stochastic Hidden Convex Optimization and Its Applications in Network Revenue Management. Forthcoming in ***Operations Research***. [Link]

PAPERS UNDER REVISION OR REVIEW

3. **Zikun Ye**, Zhiqi Zhang, Dennis Zhang, Heng Zhang, Renyu Zhang. Deep Learning Based Causal Inference for Large-Scale Combinatorial Experiments: Theory and Empirical Evidence. *Major Revision in **Management Science**.* [Link][Code]

   - Accepted at *ACM Conference on Economics and Computation (EC'23)*
   - First Prize, INFORMS Social Media Analytics Best Student Paper Award, 2023
   - Second Prize, CSAMSE Best Paper Award, 2023

4. **Zikun Ye**, Hema Yoganarasimhan, Yufeng Zheng. LOLA: LLM-Assisted Online Learning Algorithm for Content Experiments. *Under Review in **Marketing Science**.* [Link]

WORKING PAPER

5. **Zikun Ye**, Zhiqi Zhang, Dennis Zhang. Traffic Allocation for Sequential Experiments with Increasing Heterogeneity, *In preparation.*

6. Shuai Li, **Zikun Ye**, Weijun Xie, Xin Chen. Joint Assortment Optimization and Marketing Mix Allocation. *In preparation.*

7. **Zikun Ye**, Walmart Global Tech. Seller-side Outcome Fairness in Online Marketplaces. Short paper *presented at NeurIPS 2023: Algorithm Fairness Workshop.* [Link]

CONFERENCE PRESENTATIONS	LOLA: LLM-Assisted Online Learning Algorithm for Content Experiments.	
	ISMS 2024, Sydney	2024
	UW-UBC	2024
	Shanghai Jiao Tong University	2024
	WUSTL Olin Business School	2024
	Deep Learning Based Causal Inference for Large-Scale Combinatorial Experiments.	
	China-India Insight Program, Hong Kong	2024
	WUSTL Olin Business School	2024
	ACM EC, London	Jul 2023
	INFORMS RMP, London, UK	Jul 2023
	MSOM Conference, Montreal, CA	Jun 2023
	POMS Annual Conference	May 2023
	2022 Conference on AI, ML, and BA, HBS	Dec 2022
	NFORMS ISMS Conference, Online	Jun 2022
	Efficient Algorithms for Minimizing Compositions of Convex Functions and Random Functions.	
	POMS Annual Conference,	May 2023
	INFORMS Annual Meeting, Indianapolis	Oct 2022
	MSOM SIG in SCM, Munich, Germany	Jun 2022
	INFORMS RMP Spotlight Session, Online	Jun 2022
	POMS Annual Conference, Online	May 2022
	Cold Start to Improve Market Thickness.	
	MSOM SIG in Service Management, Munich	Jun 2022
	INFORMS RMP Spotlight Session, Online	Jun 2022
	MIW, Online	May 2022
	POMS Annual Conference, Online	May 2022
	Cornell ORIE Young Researcher Workshop, Ithaca	Oct 2021
TEACHING EXPERIENCE	MKTG 464&564 Analytics for Marketing Decisions	Spring 2024
	BUS AN 599 Business Analytics Practicum	Spring 2024
	IE 310 Deterministic Models in Optimization (UIUC)	Fall 2022
HONORS AND AWARDS	First Prize, INFORMS Social Media Analytics Best Student Paper Award	2023
	Second Prize, CSAMSE Best Paper Award	2023
	William A Chittenden II Award, UIUC	2021
	Finalist Jeff McGill Student Paper Prize, INFORMS RMP Section	2020
	Teachers Ranked as Excellent by Students, UIUC	2023
INDUSTRY EXPERIENCE	*Research Intern*, Walmart Lab, CA	Summer 2022
	Research Intern, LIVAD Technologies, Turkey	Summer 2021
	Economist/Ops. Research Intern, Kwai Inc., Beijing, China 2020	Summer 2019 - Summer
	Data Analyst Intern, Didi.com, Beijing, China	Summer 2018

ACADEMIC
SERVICES

Reviewer for *Management Science, Marketing Science, Operations Research, Manufacturing & Service Operations Management, Production and Operations Management*

Session chair, INFORMS Annual Meeting, 2022, 2023

Last updated: July 2024